

COMMUNICATIONS & POLICY OFFICER

PURPOSE: To plan and direct public information programs, and to perform intergovernmental relations activities to develop and promote the City of Duluth's legislative agenda.

FUNCTIONAL AREAS: Under the direction of the Mayor:

1. Plan and direct public information programs.

- * A. Advise in the development of the City's overall public information plan.
- * B. Create strategies for increasing public awareness of City services, activities, and accomplishments.
- * C. Coordinate the gathering and analysis of information necessary for formulating and evaluating the effectiveness of the City's overall public information plan, evaluate results, and ensure that the plan addresses the needs and concerns of the community and internal staff.
- * D. Advise the administration and department personnel on matters involving public information, media relations and protocol.
- * E. Analyze current situations and trends that have public affairs implications for the City, and make recommendations for how to address them, including assessing the timeliness of a story or message, determining the negative and positive implications of any message, determining the best way to present the message, etc.
- * F. Supervise the planning of news conferences or news events.
- * G. Manage internal communications by acting as the lead content editor for the Bridge, directing oversight on citywide communications issues, and working with departments to facilitate interdepartmental communication and cooperation.

2. Perform intergovernmental relations activities.

- * A. Collaborate with the City's lobbyist to determine the City's legislative needs and assist with policy research and preparation of legislative proposals/initiatives and supporting documentation.
- * B. Monitor the progress of City-sponsored legislation and update the administration on status.
- * C. Communicate with all affected parties, both public and private; and provide additional information as needed to support the City's interests.
- * D. Establish and maintain contacts with legislators and appointed officials to gain support for the City's legislative program.
- * E. Represent the City at meetings with staff from other governmental entities, public and private foundations.
- * F. Prepare summaries, analyses and updates of state or federal legislation that could impact City programs, services and operations.
- * G. Participate in or convene meetings with legislative representatives from other jurisdictions, educational institutions, businesses and industries affected by or parties to City of Duluth legislative proposals.
- * H. Testify before city and state legislative and administrative bodies.

- I. Perform related tasks as assigned
- 3. Manage city policy development and stakeholder communications.
 - * A. Draft and process city resolutions, ordinances and policies.
 - * B. Coordinate efforts with City Council.
 - * C. Lead and perform outreach activities to address the informational needs of the public, interest and advocacy groups and other constituents.
- 4. Supervise assigned staff.
 - * A. Prioritize, assign and direct work and projects.
 - * B. Coordinate work schedules and approve or reject leave requests.
 - * C. Effectively recommend the hire, transfer, assignment, promotion, reward, discipline, suspension, or discharge of assigned personnel.
 - * D. Establish work standards, provide coaching and feedback, and conduct employee performance evaluations.
 - * E. Provide for ongoing training of employees in emerging methods, trends, and technologies, and proper and safe work methods and procedures.
 - * F. Monitor work sites to ensure compliance with established methods, guidelines, standards and procedures.
 - * G. Effectively recommend adjustments or other actions in employee grievances.
 - * H. Delegate authority and responsibilities to others as needed.
 - * I. Disseminate instructions and information to employees through oral and written communications.

JOB REQUIREMENTS

Education & Experience Requirements

- A. Bachelor's degree from an accredited institution in political science, public administration, business administration, communications, or a related field, and
- B. Three (3) years of experience in public relations, policy analysis, or a related field; or
- C. A combination of education and experience that is determined by Human Resources to be equivalent.
- D. Prefer two (2) years experience in a governmental setting.

License Requirements

- ◆ A. Possession of a regular Minnesota driver's license or privilege by the date of appointment and thereafter.

Knowledge Requirements

- ◆ A. Knowledge of applied policy analysis methodologies, procedures and techniques.
- ◆ B. Knowledge of survey design, research methods and techniques, and statistical analysis.
- C. Knowledge of principles of public planning and public finance.
- D. Knowledge of laws and regulations pertaining to the City and how they related to state activities.

- ◆ E. Knowledge of principles of public relations and communication through print and electronic media.
- ◆ F. Knowledge of current principles, techniques and objectives of public information programs.
- ◆ G. Knowledge of accepted supervisory and personnel management practices and the ability to use them effectively.

Skill Requirements

- ◆ A. Skill in communicating clearly, effectively and persuasively, both orally and in writing.
- ◆ B. Skill in determining priorities, planning workload and meeting deadlines under pressure.
- ◆ C. Skill in leading and facilitating meetings.
- ◆ D. Skill in the use of personal computers and software applications including word processing, spreadsheet, desktop publishing, PowerPoint, and other graphics and presentation software.

Ability Requirements

- ◆ A. Ability to establish and maintain effective working relationships with public officials, community organizations, management, the media and the public.
- ◆ B. Ability to make formal presentations to elected officials, senior staff members, and citizen groups.
- ◆ C. Ability to understand and interpret complex material of a legal or technical nature.
- ◆ D. Ability to handle confidential information with discretion.
- ◆ E. Ability to proactively identify communications opportunities and to plan, direct, coordinate and evaluate communications programs.
- ◆ F. Ability to supervise assigned staff
- ◆ G. Ability to react quickly to changing priorities and to effectively manage multiple projects.
- ◆ H. Ability to prepare documents, memoranda, articles, and reports.

Physical Requirements

- ◆ A. Ability to transport oneself to, from, and around sites of public meetings and projects.
- ◆ B. Ability to transport, usually by lifting and carrying, materials and equipment weighing up to 25 pounds for public presentations.
- ◆ C. Ability to sit for extended periods.

* Essential functions of the position

- ◆ Job requirements necessary the first day of employment

Anlst: JA	Class: n/a	Union: n/a	Pay:	CSB: n/a
CC: 20100222	Res: 10-0103R	EEOC: Professional	EEOF: Admin/Finance	WC: 8810